



# Riga Food 2009

## ***Characteristics of the fair business and trade visitors***

In the 14<sup>th</sup> international exhibition of food, beverages, food processing, technologies, packaging, public catering, hotel and shop equipment and service “Riga Food 2009”, that took place from 9th till 12th of September, 2009 participated 528 companies from 36 countries. A total of 32, 150 people attended the exhibition. Professional visitors registered at the exhibition represented 37 countries. The wide range of products and services offered by foreign companies was displayed at 18 national collective stands.

The “Riga Food 2009” staff carried out registration of business and trade visitors accumulating information about their business interests in the context of the exhibition.

To the objectives of visiting the exhibition: 48% attended it to get contacts, 44% – information, and 8% – to negotiate on purchase.

The majority of business and trade visitors of “Riga Food 2009” directly represented food production and sales; 24% – food wholesalers; 17% – food retailers; 24% – food production; 15% – public catering, 6% – hotel, 6% importation, 16% - sales of equipment and machinery for public catering and shops and supplies for food processing and production; 13% – representatives of educational institutions, governmental and municipality institutions as well as food science.

### **“Riga Food 2009” visitors were interested in:**

<b>37%</b>	General foods, sweets, healthy food, canned food and spices
<b>8%</b>	Packaging and packing equipment
<b>5%</b>	Beverages
<b>11%</b>	Bread, confectionery products and hot drinks
<b>4%</b>	Equipment and machinery for public catering and shops
<b>8%</b>	Equipment and supplies for food processing and production
<b>4%</b>	Meat, sausages, game, fowl
<b>6%</b>	Milk and dairy products
<b>4%</b>	Frozen food and ice cream products
<b>5%</b>	Fish, crustaceans, shellfish, seafood
<b>4%</b>	Fresh food, confectionary
<b>4%</b>	Other technologies

### Breakdown by professional status:

18%	Senior partners and managers
24%	General managers
47%	15% Category manager
	5% Specialist buyer
	3% Regional manager
4%	Owners
23%	Other professional, food technology and quality control managers
8%	Other

### Breakdown by functions performed:

13%	Performs administering functions
29%	Engaged in sales and distribution
9%	Purchase and procurement
5%	Marketing, advertisement, public relation
38%	Working in food technology
6%	Other

### Professional visitors from store chains:

**Latvia** (Rimi, Mego, Prisma, Stockmann, Elvi, Maxima, Iki, Skai Baltija, Selver Latvija, Narvessen and eight regional store chains), **Lithuania, Germany, Belorussia, Russia, Serbia.**

### Number of staff in company:

9%	1–5
10%	6–10
50%	11–100
19%	101–500
12%	More than 500



## Riga Food 2010

“Riga Food 2010” will take place at Kipsala International Exhibition Centre, Riga, Latvia, from 8 to 11 September 2010.